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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/769,093	01/24/2001	Stanley C. Baker	BC-1	6390
7590	08/12/2004		EXAMINER	
Michael Hetherington Woodside I P Law Group P. O. Box 620839 120 Langley Hill Road Woodside, CA 94062			MANNING, JOHN	
			ART UNIT	PAPER NUMBER
			2614	
			DATE MAILED: 08/12/2004	

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/769,093	BAKER ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	John Manning	2614	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on \_\_\_\_\_.
- 2a) This action is FINAL.                    2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1-6 is/are pending in the application.
  - 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1-6 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.
 

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) All    b) Some \* c) None of:
    1. Certified copies of the priority documents have been received.
    2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____.	5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
	6) <input type="checkbox"/> Other: _____.

**DETAILED ACTION*****Claim Rejections - 35 USC § 102***

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

2. Claims 1 and 3 are rejected under 35 U.S.C. 102(e) as being anticipated by Eldering (US Pat No 6,324,519).

In regard to claim 1, the claimed step of “means for owners of audio / multimedia content to load said content onto the exchange website” is met by Figure 1A items 160 and 162. “A content/opportunity provider 160 maintains the content server 162 which can transmit content including broadcast programming across a network such as the Internet 150. Other methods of data transport can be used including private data networks and can connect the content sever 160 through an access system to a device owned by consumer 100” (Col 3, Lines 11-16). The claimed step of “means for sponsors of advertising content to load advertising content to the exchange website for merging with said audio 1 multimedia content to provide standard packaged programs for viewer / player device formats” is met by Figure 1, Items 144 and 146. “The ability to insert an advertisement in a broadcast stream (video, audio, or mailed) is an opportunity

for advertiser 144. Content can also be broadcast over the Internet and combined with existing video services, in which case opportunities for the insertion of advertisements will be present" (Col 3, Lines 32-37). The claimed steps of "selection means for consumers to select and schedule mode and method of playing said packaged programs on a player/viewer device" and "record keeping means responsive to selection means for providing a data record of consumer selected programs" is met by Figure 1A, Items 100 and 130. The selection means is inherent to the reference. The user profile acts as the record keeping means. "Consumer profile server 130 can contain a consumer profile which is determined from observation of the consumer's viewing habits on television 108 or consumer PC 104. Such a characterization is frequently referred to as a subscriber characterization, since it is a profile which is obtained by monitoring the viewing habits of a subscriber. In a preferred embodiment, the channels or web sites viewed by a subscriber are monitored, and heuristic rules are applied to the sites to better determine the demographic and product preference characteristics of the subscriber" (Col 4, Lines 37-46). The claimed step of "Automatic Control System means responsive to the record keeping means for setting prices for allocated advertising slots based on said consumer demand, such that sponsors chose available audio / multimedia content for the embedment of advertising content based upon consumer demand and consumers receive audio / multimedia content paid for by sponsors of embedded advertisements" is met by Figure 1A, Items 160, 144, and 100. "The content/opportunity provider 160 can charge advertiser 144 for access to

consumer 100 during an opportunity. In a preferred embodiment the price charged for access to consumer 100 by content/opportunity provider varies as a function of the applicability of the advertisement to consumer 100" (Col 3, Lines 57-62). Where the applicability of the advertisement is equivalent to the consumer demand.

In regard to claim 3, Eldering discloses determining a price for the advertisement based on applicability/consumer demand. The applicability/consumer demand is determined using a consumer profile. The consumer profile contains viewer characteristic, including time information. "Based on the viewing characteristics of the subscriber, and in particular on the viewing time duration, or time spent on each channel or site, a subscriber profile is formed and updated" (Col 4, Lines 46-49).

### ***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 2 and 4 are rejected under 35 U.S.C. 103(a) as being unpatentable over Eldering in view of Mackintosh (US Pat No 6,349,329).

In regard to claim 2, The Eldering reference discloses a system for the distribution of audio / multimedia content over a computer network for providing

consumers with audio / multimedia programs from owners of multimedia content through sponsor supported embedded advertising content in the packaged programs. The reference fails to explicitly disclose search means for searching audio / multimedia content. The Mackintosh reference teaches search means for searching audio / multimedia content so as to facilitate the acquisition of audio / multimedia content desired by the user. If "a listener is particularly fond of the selection being played, that listener can search for other titles or artists who also have a similar sound, style, or feel. This embodiment can use a data base that provides relational information for the various artists based on their style, sound, or other features or characteristics of the artist. In an extension of this embodiment, the user or listener may also be provided with the ability to click to select sample sound tracks from various other artists or albums that are selected in this manner" (Col 15, Lines 12-25). Consequently, it would have been obvious to one of ordinary skill in the art to implement Eldering with search means for searching audio / multimedia content so as to facilitate the acquisition of audio / multimedia content desired by the user.

In regard to claim 4, the claimed limitation of "a plurality of owner audio / multimedia content providers communicatively linked over the network and the exchange portal" is met by Figure 1A items 160 and 162. "A content/opportunity provider 160 maintains the content server 162 which can transmit content including broadcast programming across a network such as the Internet 150. Other methods of data transport can be used including private data networks and can connect the content sever 160 through an access system to a device owned

by consumer 100" (Col 3, Lines 11-16). The reference fails to explicitly disclose search means for searching audio / multimedia content. The Mackintosh reference teaches search means for searching audio / multimedia content so as to facilitate the acquisition of audio / multimedia content desired by the user. If "a listener is particularly fond of the selection being played, that listener can search for other titles or artists who also have a similar sound, style, or feel. This embodiment can use a data base that provides relational information for the various artists based on their style, sound, or other features or characteristics of the artist. In an extension of this embodiment, the user or listener may also be provided with the ability to click to select sample sound tracks from various other artists or albums that are selected in this manner" (Col 15, Lines 12-25). Consequently, it would have been obvious to one of ordinary skill in the art to implement Eldering with search means for searching audio / multimedia content so as to facilitate the acquisition of audio / multimedia content desired by the user. The claimed step of "a means responsive to the search engine means for collecting consumer request information to thereby set ad slot pricing for sponsors of the merged content stream, such that consumers using said communication network obtain selected audio / multimedia content by accessing the portal service and receive said integrated content paid for by sponsor embedded advertisements" is met by Figure 1A, Items 160, 144, and 100. "The content/opportunity provider 160 can charge advertiser 144 for access to consumer 100 during an opportunity. In a preferred embodiment the price charged for access to consumer 100 by content/opportunity provider varies as a

function of the applicability of the advertisement to consumer 100" (Col 3, Lines 57-62). Where the applicability of the advertisement is equivalent to the consumer demand.

5. Claims 5-6 are rejected under 35 U.S.C. 103(a) as being unpatentable over Eldering.

In regard to claim 5, the claimed step of "means for owners of audio / multimedia content to load said content onto the exchange website" is met by Figure 1A items 160 and 162. "A content/opportunity provider 160 maintains the content server 162 which can transmit content including broadcast programming across a network such as the Internet 150. Other methods of data transport can be used including private data networks and can connect the content sever 160 through an access system to a device owned by consumer 100" (Col 3, Lines 11-16). The claimed limitations of "record keeping means communicatively linked with the website for providing sponsors with statistics of consumer transactions for said audio / multimedia content" and "means for sponsors to chose said available audio / multimedia content for the embedment of advertising based on consumer transactions for said audio / multimedia content" are met by the consumer profile. The claimed limitation of "means for sponsors to load advertising content onto said exchange website for merging with audio 1 multimedia content to provide packaged programs in standard viewer/player device formats requested by consumers" is met by Figure 1, Items 144 and 146. "The ability to insert an advertisement in a broadcast stream (video, audio, or mailed) is an opportunity for advertiser 144. Content can also be broadcast over

the Internet and combined with existing video services, in which case opportunities for the insertion of advertisements will be present" (Col 3, Lines 32-37). The claimed limitations of "means for consumers to select the integrated audio / multimedia content for playback" and "Automatic Control System means responsive to the record keeping means for setting prices for allocated advertising slots based on consumer demand" is met by Figure 1A, Items 100 and 130. The selection means is inherent to the reference. The user profile acts as the record keeping means. "Consumer profile server 130 can contain a consumer profile which is determined from observation of the consumer's viewing habits on television 108 or consumer PC 104. Such a characterization is frequently referred to as a subscriber characterization, since it is a profile which is obtained by monitoring the viewing habits of a subscriber. In a preferred embodiment, the channels or web sites viewed by a subscriber are monitored, and heuristic rules are applied to the sites to better determine the demographic and product preference characteristics of the subscriber" (Col 4, Lines 37-46). Eldering discloses the integration of audio / multimedia content and advertising content. The reference fails to explicitly disclose formatting the integrated content into standard audio / multimedia streams compatible with consumer player/viewer devices; however, the examiner takes official notice that it is notoriously well known in the art to format the multimedia content into standard streams compatible with consumer player/viewer devices so as to ensure the user device can process the content. Consequently, it would have been obvious to one of ordinary skill in the art to implement Eldering with formatting the

integrated content into standard audio / multimedia streams compatible with consumer player/viewer devices so as to ensure the user device can process the content.

In regard to claim 6, the claimed limitation of "a website providing an exchange for authors and owners of audio/ multimedia program, to make the programs available to consumers, each program comprising one or more embedded advertising slots" is met by Figure 1A items 160 and 162. "A content/opportunity provider 160 maintains the content server 162 which can transmit content including broadcast programming across a network such as the Internet 150. Other methods of data transport can be used including private data networks and can connect the content sever 160 through an access system to a device owned by consumer 100" (Col 3, Lines 11-16). The claimed step of "record keeping means communicatively linked with the website for enabling sponsors to know the distribution of audio / multimedia programs selected by consumers" is met by Figure 1A, Items 100 and 130. The user profile acts as the record keeping means. "Consumer profile server 130 can contain a consumer profile which is determined from observation of the consumer's viewing habits on television 108 or consumer PC 104. Such a characterization is frequently referred to as a subscriber characterization, since it is a profile which is obtained by monitoring the viewing habits of a subscriber. In a preferred embodiment, the channels or web sites viewed by a subscriber are monitored, and heuristic rules are applied to the sites to better determine the demographic and product preference characteristics of the subscriber" (Col 4, Lines 37-46). The claimed

limitation of "feedback means, linked with a means for providing sponsors with said embedded advertising slots, said feedback means for providing a record of the number of times selected audio / multimedia programs are downloaded, such that available embedded advertising slots can be competitively priced to sponsors based on consumer distribution "is met by Figure 1A, Items 160, 144, and 100. "The content/opportunity provider 160 can charge advertiser 144 for access to consumer 100 during an opportunity. In a preferred embodiment the price charged for access to consumer 100 by content/opportunity provider varies as a function of the applicability of the advertisement to consumer 100" (Col 3, Lines 57-62). Where the applicability of the advertisement is equivalent to the consumer demand.

### ***Conclusion***

6. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure as follows:

- The Lemole et al. (US Pat No 6,009,410) reference discloses a method and system for presenting customized advertising to a user on the world wide web.
- The Capek (US Pat No 6,026,369) reference discloses a method for distributing advertising in a distributed web modification system.
- The Link et al. (US Pat No 6,289,514) system and method for the near-real time capture and reporting of large population consumer behaviors concerning television use.

- The Feezell et al. (US Pat No 6,253,189) discloses a system and method for completing advertising time slot transactions.
- The Skillen et al. (US Pat No 6,098,065) discloses an associative search engine

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to John Manning whose telephone number is 703-305-0345. The examiner can normally be reached on M-F: 8:00 - 5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John W Miller can be reached on 703-305-4795. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

JM  
August 9, 2004



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